

Welcome to ***In Focus***, a monthly report brought to you by the National Barley Foods Council. This report is designed to update NBFC-member organizations, barley growers and other allied industry personnel on NBFC activities as well as pertinent news on barley food and nutrition issues. As always, we appreciate hearing from you and welcome your comments or questions. Feel free to contact Executive Director Mary Sullivan at (509) 456-4400 or Cindy Ritter at (206) 463-4213.

NBFC BOARD APPROVES PROGRAM

The NBFC board of directors met in Spokane, WA on June 25 to review and approve the FY2008-2009 program which officially began July 1.

The new program targets six key audiences including commercial food manufacturers, nutrition professionals, scientists, public policy influentials, consumers and commercial barley suppliers.

► ***This year's program goals are:***

- Increase awareness of barley as a primary ingredient in commercial foods development.
- Increase awareness and use of existing barley products.
- Increase awareness of barley nutritional benefits.
- Encourage continued barley foods research.
- Increase awareness and use of www.barleyfoods.org as a credible resource for barley food and nutrition information.
- Cultivate relations with food manufacturers and commercial barley suppliers to promote cooperative promotional/educational opportunities.
- Maintain relations between the NBFC and US barley producers.

► ***Key program strategies include:***

- Commercial food manufacturer education via the development of an online learning center posted on www.barleyfoods.org.
- Nutrition professional education via direct mail to registered dietitians of the American Dietetic Association.
- Consumer education via feature releases distributed at regular intervals to mainstream print, broadcast and online media outlets.
- Monthly Web site updates.

For more information about our program, contact Mary Sullivan at (509) 456-4400 or Cindy Ritter at (206) 463-4213.

WEB REPORT

Traffic to the NBFC Web site, www.barleyfoods.org continues to be robust. For the month of July, we received nearly 331,000 total hits and nearly 18,000 total visits or an average of 567 visits per day. Visitors spent an average of just over 6 minutes on the site.

ON THE AIR

Barley was featured on Food Network's *Good Eats* with *Alton Brown* on July 25. During the episode titled "Just Barley," Alton presented basic preparation tips including how to grind barley kernels into meal or flour. Alton showed viewers how to cook barley kernels in the oven and provided recipes for barley quick bread, barley and lamb stew, barley salad and barley water.

PROMOTIONAL PARTNERSHIPS

In an effort to stretch our grower dollars, we are exploring cooperative promotional opportunities with private companies involved in food barley. We are specifically targeting companies that currently manufacture and sell barley food products and are looking for new ways to get their story out to the general public. Private companies who contribute a minimum of \$1,000 towards a cooperative barley promotional project with the NBFC will be offered a link to our Web site as well. For more information, call Mary Sullivan at (509) 456-4400 or Cindy Ritter at (206) 463-4213.

WHERE'S THE BARLEY?

We continue to work on compiling information on new barley food products available at the retail level as well as barley dishes offered in commercial and non-commercial foodservice settings. Have you discovered a new barley product at your local supermarket or enjoyed a new barley dish at your favorite restaurant? Tell us about it. E-mail your information to Cindy Ritter at ritterc@earthlink.net.

UPCOMING PR OPPORTUNITIES

Looking for ways to promote food barley to local media in your state? Here are some ideas to get you started:

September

- Whole Grains Month:
Whole grain goodness with barley
- Cholesterol Education Month:
Barley: good food that's good for your heart

October

- Vegetarian Awareness Month:
Barley: the vegetarian's choice
- Football season:
Delicious tailgating ideas with barley
- Halloween: Get little goblins on the barley bandwagon (tips on introducing kids to barley)

For more ideas, recipes or photos, call Cindy Ritter at (206) 463-4213 or e-mail ritterc@earthlink.net.

**National Barley
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Phone: (509) 456-4400
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